

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

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March 5, 1997

RJR Account #180000  
R. Rinde  
ELMIRA DISTRIBUTING

## **APRIL DORAL BOX 100 B1G1F / PROMOTION #700447**

Dear Rich:

*DORAL B1G1F pre-sleeved* product has been ordered (see quantities listed below), as well as **60** skus of 4-carton displays (Item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>B1G1F</u>	<u>STYLE</u>	<u>UPC Code</u>
4	Full Flavor Box 100	12300-23993
4	Light Box 100	12300-23994

**PO #033197**

Product / Premium Arrival:

**March 31, 1997**

Ship Date to Retail:

**Week of: April 7, 1997**

SKU CUBE:

**0.2618**

SKU WT (w/o Product):

**0.7600 lbs**

Retail Sales Offer per Sku:

**20 units**

Billing per Sku:

**2 Savings Cartons**

EFT \$ Amount:

**\$344.68**

Non-EFT \$ Amount:

**\$N/A**

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-2-

B1G1F

ELMIRA DISTRIBUTING

**Promotion Description:**

Utilize 4-Carton Shipper Display. Place 20 pre-sleeved B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

***SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORBOX.DOC

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WHOLESALE: 180000 ELMIRA DISTRIBUTING

INSTRUCTIONS: DORAL BOX B1G1F INTRODUCTION:  
DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100  
SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	22619	1622 03	WATKINS NEWS	311 FRANKLIN ST.	WATKINS GLEN	NY		A 24	150
	35860	1622 03	HARNAS READI MART	ROUTE 223	ERIN	NY		A 12	117
	192094	1622 03	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY		A 24	105
	239960	1622 03	POST CREEK BUSY MART	ROUTE 414	BEAVER DAMS	NY		A 24	173
	269425	1622 03	MACKS PHARMACY	PLZA SHOPNG CTR	ITHACA	NY		B 24	296
	269467	1622 03	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY		A 24	100
	269635	1622 03	FOODMART	328 PARK AVE	CORNING	NY		C 24	526
	269783	1622 03	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	0990-00-00	A 24	149
	269831	1622 03	MINIERS	2914 CANAL ST	BIG FLATS	NY		C 24	240
	597271	1622 03	BIG M	15 MAIN STREET	SPENCER	NY		C 12	184
	669822	1622 03	J&L DAIRY	455 ITHACA RD.	HORSEHEADS	NY		A 04	87
	718792	1622 03	LIQUID UNLIMITED INC	1600 CEDAR ST	ELMIRA	NY		A 00	100
	727822	1622 03	QUICK STOP BEV & GRO	1331 COLLEGE AVE	ELMIRA	NY		A 04	60
	737481	1622 03	SUE'S PINE VALLEY BU	RT 14 BOX 55	PINE VALLEY	NY		A 24	180
	763838	1622 03	HESS #32221	100 COLLEGE AVE	ELMIRA HEIGHTS	NY	0353-01-00	C 24	2055
046292	764246	1622 03	A-PLUS MINIT #60065F	625 PENNSYLVANIA AVE	ELMIRA	NY	0362-01-02	A 12	110
	764282	1622 03	RT #414 RED & WHITE	1596 STATE ROUTE 414	WATKINS GLEN	NY		A 24	124
	764298	1622 03	MAPHIS EGGLELAND	CATHERINE RD	ODESSA	NY		A 24	129
	666526	1622 04	NICHOLS TRAVEL PLAZA	EXIT 62, ROUTE #17	NICHOLS	NY		A 00	20
	269729	1626 04	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY		C 24	520
	429128	1626 05	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY		A 12	116
	647713	1626 05	STOP 21	RT. 21 & ARMINGTON RD.	PALMYRA	NY		A 24	112
	715512	1626 05	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY		A 12	156
	518794	1626 06	ARGENTINERIS GROCERY	104 LODER ST	HORNELL	NY		A 24	155

Total Accounts 24

3.2

48 Displays

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04/15/97

ACCOUNT NUMBER: 180000                      ELMIRA DISTRIBUTING  
VOUCHER NUMBER: 15350072                  374 UPPER OAKWOOD AV  
DATE WRITTEN: 04/15/97                    ELMIRA , NY 14903  
STATUS: PAID  
AMOUNT PAID: 28.00                      SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	28.00

EXPLANATION: DORAL BOX B1G1F/#700447/AZ

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